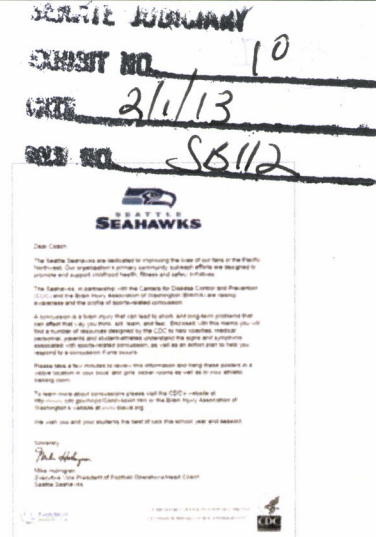


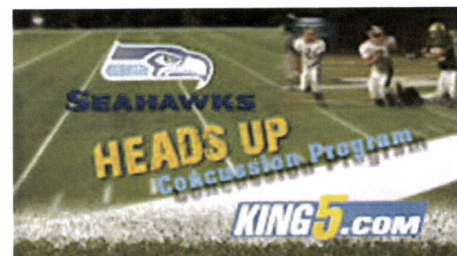
Participating Organization Activity Highlights

Seattle Seahawks and the Brain Injury Association of Washington

Beginning, summer of 2008, CDC teamed up with the *Seattle Seahawks* football team and the *Brain Injury Association of Washington* (BIAWA) to help expand the "Heads Up: Concussion in Youth Sports" initiative in Washington State. The "Heads Up: Concussion in Youth Sports" clipboard and poster was mailed to every middle and high school in Washington State with a letter from the Seattle Seahawks.

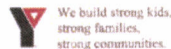


In addition, campaign spokespersons, former Seattle Seahawks quarterback Brock Huard and Team Physician Dr. Stan Herring, conducted multiple trainings for coaches and physicians across the state. Both were also featured in a TV public service announcement (<http://www.biawa.org/headsup.htm>) that was aired throughout the state during the 2008 football season.



YMCA of the USA

The *YMCA of the USA* has supported the tool kit and plans to promote it to YMCAs through regular communication vehicles on an ongoing basis. In September, 2007, 2,600 tool kits were sent to YMCA affiliates, accompanied by a cover letter from its CEO. One thousand tool kits and temporary tattoos were also distributed at the YMCA EXPO event in October. The YMCA of the USA showed their support by posting information about the tool kit and links to CDC's "Heads Up: Concussion in Youth Sports" website on its Extranet, which is accessible to all YMCAs nationwide. CDC's link appeared on several places throughout the site. They also printed information about the tool kit in their weekly newsletter, "Hotfacts," which was distributed to all Y's and highlighted the tool kit in their monthly sports e-newsletter.



September 10, 2007

YMCA of the USA is proud to be a partner in the development of the Centers for Disease Control and Prevention's (CDC) initiative, *Heads Up: Concussion in Youth Sports*. Although targeted at parents and coaches of youth sports participants, the *Heads Up* toolkit provides vital information on preventing, recognizing and responding to a suspected concussion—information that can help us ensure the health and safety of youth in all of our YMCA programs.

The enclosed *Heads Up* toolkit is a great example of the YMCA's collaboration with other health and well-being organizations and the contributions of the knowledge and expertise of YMCA leaders. Brian Rammer, Sports and Recreation Director of the Neenah-Menasha YMCA, represented the YMCA on the *Heads Up* development committee. This toolkit—generously provided by the CDC—is just one of the areas where the CDC is counting on us as a trusted partner; others include YMCA Activate America[®], Pioneering Healthier Communities and the Steps to a HealthierUS program.

I encourage you to use this toolkit in staff trainings to strengthen our ability to react in the event of a bump or blow to the head. Please share this toolkit with your directors in all youth program areas and encourage them to use the information to educate staff throughout your Y.

If you would like additional toolkits for your Y, they can be ordered at no charge, or downloaded directly, from the CDC at www.cdc.gov/ConcussionInYouthSports. For more information about concussions, visit www.cdc.gov/headsup.

Best regards,

Neil Nicoll
President & CEO

YMCA of the USA • 101 North Wacker Drive • Chicago, Illinois 60606
312-977-9031 • toll free: 800-872-9622 • fax: 312-977-9063 • www.ymca.net

YMCA's mission: To put Christian principles into practice through programs that build healthy, self-reliant youth leaders for all.



We build strong kids,
strong families,
strong communities.

September 10, 2007

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Best regards,

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YMCA of the USA is an equal opportunity organization. We are committed to providing a safe and healthy environment for all youth and adults.